

Message Text

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PAGE 01 SUVA 01070 220005Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----015223 220445Z /14
R 212234Z JUN 78
FM AMEMBASSY SUVA
TO SECSTATE WASHDC 7546
INFO AMCONSUL SYDNEY

UNCLAS SUVA 1070

SYDNEY FOR TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP, FJ, RP, KS, TW
SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

REF: STATE 131901

1. EMBASSY SUVA REGRETS DELAY IN RESPONSE TO REFTEL.
THIS WAS OCCASIONED BY FACT POST HAS BEEN UNDERSTAFFED
FOR MONTHS AND WITHOUT AN OFFICER TO HANDLE ECON/
COMMERCIAL MATTERS. ONLY NOW, WITH THE AID OF A RECENTLY
ASSIGNED TDY OFFICER, HAVE WE BEEN ABLE TO MAKE SOME DENT
IN THE MOUNTING BACKLOG OF REQUESTS AND REQUIRED REPORTS.

2. WE NOTE THAT USDOC HAS TENTIATIVELY SCHEDULED A
LABORATORY AND SCIENTIFIC INSTRUEMENTS TRADE FAIR FOR
MARCH 1980 FOR FIJI AND THAT THIS DECISION WAS "BASED
ON AN ANALYSIS OF MARKETING FACTORS, INCLUDING PRIOR
POST INPUT AND RECOMMENDATIONS." WE ARE UNAWARE OF ANY
PRIOR POST RECOMMENDATIONS ON THIS SUBJECT. IN ANY
EVENT, WE BELIEVE THIS TYPE OF TRADE FAIR WOULD BE QUITE
UNSUITABLE INsofar AS THE LOCAL MARKET IS CONCERNED.
WE STRONGLY RECOMMEND A CATALOG SHOW OF CONSUMER GOODS AND
OR (SECOND CHOICE) FARM EQUIPMENT. VIDEO EXHIBITIONS
ARE ESPECIALLY EFFECTIVE HERE, AND WE WOULD HOPE MAXIMUM
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USE COULD BE MADE OF THIS TECHNIQUE.

3. EMBASSY SUVA IS DELIGHTED BY THE PROSPECT OF BEING
INCLUDED IN THE FY 1980 PROMOTION EVENT SCHEDULE. WE
BELIEVE THE TIME IS ALREADY RIPE FOR US TO TAKE
CONSIDERABLY MORE POSITIVE STEPS TO HELP IN THE PROMOTION OF
U.S. BUSINESS INTERESTS IN THIS GROWING SOUTH PACIFIC MARKET.

WE WOULD BE PLEASED TO HAVE TOBY ZETTLER, DIRECTOR OF THE
U.S. TRADE CENTER, SYDNEY, VISIT US SOMETIME TO MAKE SUG-
GESTIONS ON EFFECTIVE WAYS OF HIGHLIGHTING U.S. - FIJI
TRADE POSSIBILITIES, SUCH AS OTHER TYPES OF CATALOGUE SHOWS,
FAIRS AND EXHIBITS SUITABLE FOR THIS MARKET.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SUVA01070
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780259-0973
Format: TEL
From: SUVA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780633/aaaabcsc.tel
Line Count: 68
Litigation Code IDs:
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Litigation History:
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 131901
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2257048
Secure: OPEN
Status: NATIVE
Subject: FY 1980 PROMOTION EVENT SCHEDULE
TAGS: BEXP, FJ, RP, KS, TW
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/07273984-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014